

WDRB-TV

LOUISVILLE, KENTUCKY

INDEPENDENCE TELEVISION COMPANY

EEO REPORT FOR PERIOD ENDING MARCH 31, 2019

WDRB-TV/WBKI-TV

ANNUAL EEO PUBLIC FILE REPORT

This EEO Public File Report ("Report") complies with Section 73.2080©(6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the following station(s): WDRB-TV and WBKI-TV, Louisville, KY. This report is required in the public inspection files of these stations, and posted on their respective websites.

The information contained in this Report covers the time period beginning April 1, 2018 to and including March 31, 2019.

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during The Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, Organizations entitled to notification pursuant to Section 73.2080©(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080©(2) of the FCC rules.

Independence Television Company, WDRB-TV and WBKI-TV are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our stations, please notify in writing:

WDRB-TV Human Resources Department at 624 W. Muhammad Ali Blvd., Louisville, Kentucky 40203, or email humanresources@wdrb.com.

It is the policy of WDRB-TV and WBKI-TV to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin, sex, age, disability, or any other characteristic protected by law, in all personnel actions.

WDRB-TV/WBKI-TV

APPENDIX I TO ANNUAL EEO PUBLIC FILE REPORT FORM

COVERING THE PERIOD FROM APRIL 1, 2018 TO MARCH 31, 2019

Station(s) Comprising Station Employment Unit: WDRB-TV and WBKI-TV

Section I: Vacancy Information

Full-time Positions Filled By Job Title (Dates indicate posting of position.)	RS Notified	Recruitment Source of Hiree (Dates indicate date filled)	Total Number of Interviewees From All Sources For This Position
1. Account Manager #1 10/06/2017	1-28	wdrb.com 04/16/2018	5
2. Sports Anchor/Reporter #1 02/02/2018	1-28	wdrb.com 06/01/2018	3
3. Digital Success Manager 03/28/2018	1-28, 32-33	employee referral 04/30/2018	5
4. Digital Services & Social Media Specialist 03/28/2018	1-28, 32-33	employee referral 05/29/2018	8
5. Digital Campaign Specialist #1, #2 03/28/2018	1-28, 33	employee referral, Recruitment 05/16/2018, 05/16/2018	3
6. Senior Account Manager 03/30/2018	1-28	employee referral 04/16/2018	2
7. Account Manager #2 03/30/2018	1-28, 33	wdrb.com 01/07/2019	5
8. Creative Services Marketing Coordinator 04/03/2018	1-28, 32-33	LinkedIn 08/09/2018	8
9. Graphic Designer 05/23/2018	1-28, 30, 32-33	Louisvilleadfed.org 08/02/2018	5
10. Photojournalist #1 05/23/2018	1-29, 38	Employee Referral 08/13/2018	5

11. Broadcast Engineer	1-28	Internal Employee	2
06/01/2018		07/16/2018	
12. Reporter	1-29	employee referral	3
06/11/2018		09/10/2018	
13. Creative Services Videographer Producer #1	1-28, 33	internal employee	7
07/03/2018		09/04/2018	
14. Photojournalist #2	1-29, 38	indeed.com	3
08/03/2018		09/26/2018	
15. News Video Editor	1-29	employee referral	1
08/03/2018		09/17/2018	
16. Sports Anchor/Reporter #2	1-29	employee referral	4
08/07/2018		10/10/2018	
17. Production Assistant-Technical Director	1-28	wdrb.com	2
09/19/2018		11/01/2018	
18. Morning News Reporter	1-29	employee referral	3
10/26/2018		01/16/2019	
19. Morning News Producer	1-29	wdrb.com	2
12/13/2018		01/10/2019	
20. CFO	1, 3, 4, 7, 8, 14, 16, 19-21, 25, 26, 32, 38, 43-45	LinkedIn	14
11/29/2018		03/11/2019	
21. Creative Services Videographer Producer #2	1-28, 33	wdrb.com	7
01/08/2019		03/18/2019	
22. News Producer	1-29	employee referral	1
01/17/2019		03/20/2019	

Total Number of Persons Interviewed During Applicable Period: 98

Appendix 2 - RECRUITMENT SOURCE LIST

<u>RS #</u>	<u>RS INFORMATION</u>	<u># OF INTERVIEWEES PROVIDED BY RS APRIL 1, 2018-MARCH 31, 2019</u>
	* Entitled to receive notification of job openings	
1	* Kimberly Palmore and Michelle Reiss Spalding University 851 S. 4th Street Louisville, KY 40203 (502)585-9911 mreiss@spalding.edu kpalmore@spalding.edu	
2	Kate Dunn Lou. Metro Dept. of Human Resources 517 Court Place, Suite 301 Louisville, KY 40202 (502)754-3601	
3	* KY Dept. of Employment Services c/o Order Taking Unit 600 W. Cedar Street Louisville, KY 40203 (502)574-3601	
4	* I.D.E.T.S. Indiana State Employment Services 2125 State St. Suite 16 New Albany, IN 47151-1287 (812)948-6102	
5	Workforce Development Specialist Louisville Urban League 1535 West Broadway Louisville, KY 40203 (502)585-4622	
6	University of Louisville Cards Career Link Floyd Street/Cardinal Blvd. Louisville, KY 40292 (502)852-5555	
7	* Center for Accessible Living Keith Hosey and A. Jones 305 W. Broadway, Suite 200 Louisville, KY 40202 (502)589-6620	

- 8 * Franeisha Jones
 Bellarmine University
 2001 Newburg Road
 Louisville, KY 40205-0671
 (502)452-8000
- 9 Gina Stephen
 KY Dept. of Vocational Rehab.
 200 Juneau Dr., Suite 2
 Louisville, KY 40243
 (502)254-3195
- 10 Jo Frye and/or Sherry Klein
 Sullivan College
 3101 Bardstown Road
 Louisville, KY 40205
 (502)456-6507 or (502) 456-6504
- 11 Debra Eberle or Lynn Prinz
 Indiana University Southeast
 4201 Grantline Road
 New Albany, IN 47150
 (812)941-2265
- 12 Michelle Pruitt
 Center for Women & Families
 P.O. Box 2048
 226 West Breckinridge Street
 Louisville, KY 40201
 (502)753-3204
- 13 Jennifer Harris
 Lincoln Foundation
 233 West Broadway, Suite 400
 Louisville, KY 40202
 (502)585-4733
- 14 WDRB.com
 624 W. Muhammad Ali Blvd.
 Louisville, KY 40203
 (502)584-6441
- 15 Harbor House-Kay Dalton
 2231 Lower Hunters Trace
 Louisville, KY 40216
 (502)719-0072
- 16 * American National University (formerly National College)
 Tammy Southerling

- 4205 Dixie Highway
Louisville, KY 40216
(502)447-7634
- 17 Southwest Center
Attn: Brenda Tierney
8009 Terry Road
Louisville, KY 40258
(502) 935-1848
- 18 Collective Talent
1721 Richardson Place
Tampa, FL 33606
(813)254-9695
- 19 WDRB-TV In-house Employees 14
- 20 WDRB-TV Employee Referrals 17
- 21 WDRB-TV Client Referrals
- 22 Daymar College
4112 Fern Valley Road
Louisville, KY 40219
(502)495-1040
- 23 Brown Mackie College
Chastity Trzop
3605 Fern Valley Road
Louisville, KY 40219
(502)810-6113
- 24 Goodwill Industries of KY
Elvin Stampely and Sonya Ragland
332 W. Broadway, Suite 1000
Louisville, KY 40202
(502)574-4069
- 25 * St. Stephen Church
Attn: Human Resources
1018 S. 15th Street
Louisville, KY 40210
- 26 * Campbellsville University
Teresa Elmore, Director of Career Services
1 University Drive UPO 917
Campbellsville, KY 42718
(270)789-5192
telmore@campbellsville.edu
- 27 crew.cc

Jefferson Community & Technical College

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|----|---|----|
| 28 | Kentucky Broadcasters Association
101 Enterprise Drive
Frankfort, KY 40601
Laura@kba.org | |
| 29 | TVJobs.com
Broadcast Employment Services
P.O. Box 4116
Oceanside, CA 92052
(800)374-0119 | 6 |
| 30 | Louisvilleadfed.org
Robin Miller
200 Distillery Commons, Suite 100
Louisville, KY 40203
(502)_582-2444 | 1 |
| 31 | Spots n Dots Ads
Emily McKay
ads@spotsndots.com
(888) 884-2630 | |
| 32 | Linked In
2029 Stierlin Court
Mountain View, CA 94043 | 16 |
| 33 | Recruitology
98 Battery Street, Suite 601
San Francisco, CA 94111
partnerships@recruitology.com
(415) 263-1300 | 10 |
| 34 | Media Bistro
770 Broadway, 15th Floor
New York, NY 10003
job.info@mediabistro.com | |
| 35 | Career Builder
13047 Collection Center Drive
Chicago, IL 60693-0130
(800) 891-8880 | |
| 36 | 602 Communications
Sandy Lizik
(602) 954-8373
slizik@602communications.com | |
| 37 | Broadcasting & Cable
28 East 28th Street, 12th Floor | |

New York, NY 10016
(212) 378-0400, ext. 517

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|----|---|----|
| 38 | Indeed.com
(800)475-4361 | 10 |
| | | |
| 39 | TVNewsStorytellers.com
Matt Mrozinski
Tvnstorytellers@gmail.com | |
| | | |
| 40 | Education Writers Association
3516 Connecticut Avenue NW
Washington, DC 20008
(202) 452-9830 | |
| | | |
| 41 | Journalismjobs.com
(510) 508-7386
info@journalismjobs.com | |
| | | |
| 42 | RealMatch Inc.
Mediajobs connection presented by Poynter
205 Lexington Ave. 8th Floor
New York, NY 10016
(732) 659-6410
support@realmatch.com | |
| | | |
| 43 | National Black MBA Association
400 W. Peachtree Street NW, Suite 203
Atlanta, GA 30308
(404) 260-5444
www.nbmbaa.org | |
| | | |
| 44 | National Association of Women MBAs
1109 Rhode Island St. NE
Albuquerque, NM 87110
(804) 885-5622
www.nawmba.careerwebsite.com | |
| | | |
| 45 | Glassdoor.com
(888) 355-9323 | 1 |

Total Interviewees Over Reporting Period	98
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WDRB-TV/WBKI-TV

APPENDIX 3- RECRUITMENT INITIATIVES TO ANNUAL EEO PUBLIC FILE REPORT FORM

COVERING THE PERIOD FROM APRIL 1, 2018 TO MARCH 31, 2019

Station(s) Comprising Station Employment Unit: WDRB-TV and WBKI-TV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WDRB-TV and WBKI-TV

<u>DATE</u>	<u>RECRUITMENT INITIATIVE & BRIEF DESCRIPTION</u>
4/1/18 Ongoing	Internship Program for college students. College students majoring in Broadcast Journalism, Communications, Production, or Human Resources receive credit hours for training. During this reporting period, we have had four interns; two in our News Department who attended University of Kentucky and Indiana University Southeast, one in our Sports department who attended University of Kentucky, and one in our Production Department who attended Spalding University.
4/1/18 Ongoing	Internship Program in the Production Department for high school students from the Broadcast Program at Trinity High School. Students participate in 15 on-site sessions in exchange for high school credit. During this reporting period, we had two interns.
4/1/18 Ongoing	Job Shadow Program for high school and college students. Students "shadow" an employee in the broadcasting or marketing career they are interested in. During this reporting period, we had job shadows from DuPont Manual High School (2), Trinity High School (5), Oldham County High School, North Bullitt High School, and Miami University.
4/1/18 Ongoing	Tours of our station given to students age 9 and up, and various organizations. A complete and detailed report is available on request.
4/12/18	Indiana University Southeast Job Fair. Set up a booth at the job fair to recruit applicants and/or interns.
4/1/18 Ongoing	Speakers Bureau Program – Various employees (talent, anchors, meteorologists, managers, engineers, etc.) speak at public events, churches, schools, organizations, etc. A complete and detailed report is available on request.
4/1/18 Ongoing	Provided materials and items to make a television "storefront" in the Junior Achievement Exchange City. In our store, students can learn about television broadcasting, reporting, anchoring, editorials, etc. We provided lights, cameras, tripods, graphic backdrops and items needed to produce a "mock" television broadcast.
4/1/18 Ongoing	Weather classes are conducted by our meteorologists at various schools in our viewing area. Students also visit our weather lab in the station.
4/1/18 Ongoing	Station talent are emcees, guest speakers and readers at various schools and public events.